USDA Weekly Retail Shell Egg and Egg Products Feature Activity Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/09 thru 03/15. (prices in dollars per carton)

Fri. Mar 09, 2012

	SHELL EGG NATIONAL SUMMARY													
			THIS	WEEK			PREVIO	JS WEEK	(PREVIO	US YEAR		
	Feature Rate	27.	.2% of 22	,500 stor	es	22	.7% of 22	2,500 sto	res	29	.9% of 19	9,500 sto	res	
		X LA	ARGE	LAR	GE	X LA	ARGE	LAF	RGE	X LA	ARGE	LAR	GE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	
R	USDA GRADE AA													
E	White 12 pack	60	1.80	720	1.04			800	1.27	60	1.38	220	1.44	
G	White 18 pack	20	1.79	100	1.80	30	2.25	1,520	2.08			120	1.61	
U	Brown 12 pack													
L	USDA GRADE A													
A	White 12 pack	210	1.44	1,540	1.22	60	1.40	1,140	1.23	80	1.19	1,260	1.21	
R	White 18 pack			300	1.81			800	2.18	30	2.99	720	1.89	
	Brown 12 pack			30	1.99									
	USDA ORGANIC													
s	White 12 pack													
P	Brown 12 pack	180	4.49	650	4.29	110	3.90	310	4.02	20	3.64	430	4.70	
E	OMEGA-3													
C	White 12 pack	230	2.44	1,120	2.58	200	2.40	500	2.37	1,220	2.00	1,840	2.28	
ī	Brown 12 pack			180	2.99			280	3.61	20	2.50	560	3.31	
A	CAGE-FREE													
L	White 12 pack			280	2.64			50	2.95					
т	Brown 12 pack			390	2.84			720	3.33	70	2.54	1,380	2.89	
Υ	VEGETARIAN FED													
	White 12 pack			320	2.38			90	2.50			260	2.05	
	Brown 12 pack	30	2.50	200	2.92	260	2.01	690	2.83			590	3.30	

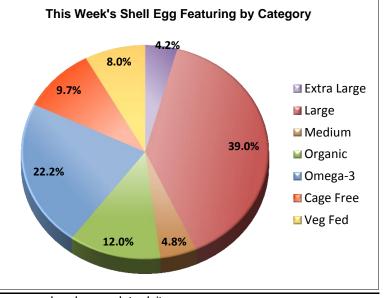
	Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen												
1.35	1.32	1.31	1.34	1.32	1.33								
1.30													
1.25													
1.20					1	.17							
1.15 Feb ()3-09 Feb	10-16 Feb	17-23 Feb 24	-Mar-01 Mar	02-08 Mar 0	9-15							

Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	2,980	4,350	2,490	Large Eggs on
Specialty	3,580	3,210	6,390	Mar-05-2012
Total (includes MD)	6,890	7,760	9,160	554.3
Special Rate 4/:	10.0%	1.0%	1.5%	up 8.3%

5/: 1,000's of 30-doz cases

SHELL EGG and EGG PRODUCTS FEATURING

Overall feature activity for regular shell eggs is down from a week ago but ads for 12-pack cartons of Large are more visible and the average ad price is about unchanged. However, the overall average sale price of Large white eggs to consumers, Grade A or better, is down sharply with a significant decline in the number and ad price for 18-pack AA's. Shoppers are presented with a larger number of "no price" incentives this week, as retailers offer "free eggs" when purchasing other specific items. Promotional activity for both Extra Large and Medium shell eggs is up noticeably from recent weeks. Featuring of specialty shell eggs is slightly more active lead by Omega-3 and organic types. Other specialty types decline on offer. Featuring for liquid egg products drops sharply from circulars, particularly on the West Coast. Advertisements for Easter items continue to hold a place in circulars even as grocers focus their immediate attention to the upcoming St. Patrick's Day.



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

1/: FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. 2/: ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) 3/: STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. 4/: SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

			(CT			E AST U. ,NH,NJ,N		RI,VT)					AST U.S. C,SC,TN,VA,WV	')	MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)							
	Feature Activity		Ì	28.7% o	f 4,400	sampled 00 (includ	outlets	S			39.2% of 6,	,000 :	sampled outlets 0 (includes Med		Ac	23.4% of 4,000 tivity Index = 1,0	sampled outlet	S				
	CLASS White 12 pack		EXTRA	LARG	E			RGE		EXTRA	LARGE		LAR	RGE	EXTRA	LARGE	LA	RGE				
			Price Range	Stores	Avg 3/	Price I	Range	Stores		Price Range	Stores Av	/g 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores	Avg 3/			
US	DΔ	•					1.69	10	1.69				1.00	20 1.00			0.99	10	0.99			
GR	ADEI	hite 18 pack																				
Α	A Br	own 12 pack		White 1	12 pools						White 12 p	a cole				White 12 pack	1 10	20	1.42			
_	10/	MEDIUM hite 12 pack	1.49	190		0.89 -	1.00	400	0.99		white 12 p	раск	0.99 - 1.60	670 1.48	0.99	10 0.99			0.97			
US		hite 18 pack	1.49	190	1.49	1.79 -			1.98				0.99 - 1.00	070 1.40	0.99	10 0.99			1.50			
		own 12 pack				1.75	2.00	170	1.30										1.99			
	A BI			White 1	12 pack	0.99 -	1.00	150	1.00		White 12 p	nack	1.00	20 1.00		White 12 pack			0.81			
		MEDIUM		White 3	•	0.00		.00			White 30 p					White 30 pack	0.00	Display	0.0 .			
	USDA OR	RGANIC			•											'						
	W	hite 12 pack																				
S	Br	own 12 pack	4.49	180	4.49	3.49 -	5.98	340	5.01								3.49	170	3.49			
E	OMEGA-3	3																				
c	W	hite 12 pack	2.99	10	2.99	1.99 -		500	2.77	2.29 - 2.50	190 2	2.41	2.29	10 2.29	2.22 - 2.99	30 2.44	1.97 - 3.69	390	2.43			
1		own 12 pack				2.99 -	3.00	170	2.99													
A	CAGE-FR																					
L		hite 12 pack				2.50 -		80					2.50	190 2.50								
T		own 12 pack				2.50 -	3.59	350	2.94													
Υ \		NIAN FED hite 12 pack					2.50	120	2.50				2.29	80 2.29			2.50	10	2.50			
		own 12 pack	2.50	30	2.50	2.50 -		200					2.29	00 2.29			2.50	10	2.50			
	יום	OWIT 12 Pack	2.30			ENTRAL		200	2.32		SOU	THV	/EST U.S.			NORTH	WEST U.S.					
			(A		_	,MO,NM,0		UT)					II, NV)				OR,WA,WY)					
	Feature	Rate 1/				sampled							sampled outlets					s				
	Activity	Index 2/			•	0 (include					-	-	(includes Medi		A	•						
	\//	hite 12 pack	1.99		1.99	0.88 -			1.07	1.69 - 1.79	•	1.76	0.69 - 1.79	320 1.02	29.9% of 1,200 sampled outlets Activity Index = 360 (includes Medium)			0.92				
	DA W	hite 18 pack				1.59 -	1.69	30	1.63	1.79	20	1.79	1.79	40 1.79			1.99	30	1.99			
	ADE Br	own 12 pack																				
A	^	MEDIUM		White 1	12 pack	0.80 -	1.42	80	1.03		White 12 p	oack				White 12 pack	1.00	10	1.00			
	W	hite 12 pack				1.00 -	1.60	90	1.36	0.99	10 (0.99										
US	DA W	hite 18 pack				1.49 -	1.59	70	1.56								1.67	40	1.67			
		own 12 pack																				
4	4	MEDIUM		White 1 White 3	•		0.78	40	0.78		White 12 p					White 12 pack White 30 pack						
	USDA OR	RGANIC			o paon							Juon				TTIME OF PAGE						
	W	hite 12 pack																				
S		own 12 pack				3.49 -	3.50	90	3.50				3.50	50 3.50								
6	OMEGA-3	3																				
E	W	hite 12 pack					1.99	20	1.99								2.50	200	2.50			
		own 12 pack															2.99	10	2.99			
A	CAGE-FR																					
L		hite 12 pack						_					2.99	10 2.99								
T		own 12 pack					1.99	40	1.99													
Υ \		RIAN FED					0.00	440	0.00													
		hite 12 pack					2.29	110	2.29													
		own 12 pack	al Marketing 9		D II	. Ml (A	1	l A l-	!- /	000) 700 0044		1.44		. ,	<u> </u>				2 of 3			

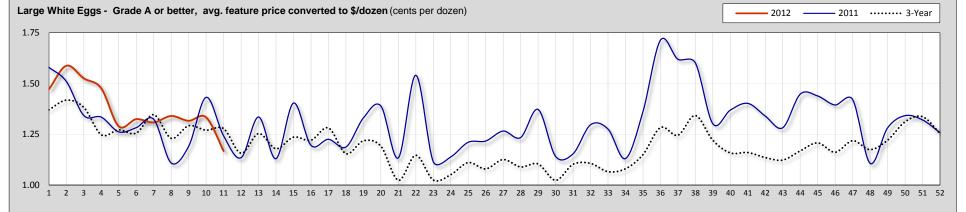
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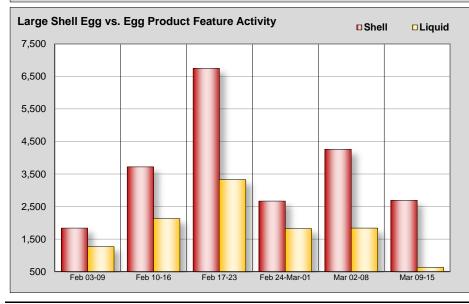
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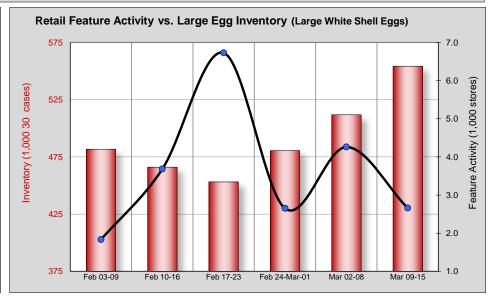
Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 03/09 thru 03/15.

(prices in dollars per carton)

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST		SOUTHEAST		MIDWEST		SOUTH CENTRAL		SOUTHWEST		NORTHWEST	
1/ Feature Rate	2.6%	6.5%	6.4%	2.5% of 4,40	00 sampled	0.3% of 6,000 sampled		8.1% of 4,000 sampled		3.3% of 4,000 sampled		0.0% of 2,900 sampled		0.5% of 1,200 sampled	
2/ Activity Index	630	1,840	1,980	Activity In	dex = 140	Activity II	ndex = 20	Activity In	dex = 340	Activity Index = 130		Activity Index = 0		Activity Index = 0	
	Stores Avg 3/	Stores Avg 3/	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/	Price Range	Stores Avg 3/
14-16 oz. crtn	430 2.84	1,200 2.50	1,380 2.75	1.99 - 2.79	140 2.52	2.50	20 2.50	1.99 - 2.50	140 2.30	2.69 - 4.99	130 3.81				
32 oz. crtn	200 4.49	640 4.38	500 4.53					4.49	200 4.49						
3 - 4 oz. cup			100 2.99												
2 - 8 oz. cup															







Note: See page 1 for explanatory notes.